



# Realtor.com<sup>®</sup>: Empowering REALTORS<sup>®</sup> for what comes NXT

NAR MLS Hour  
Bob Evans, SVP, Industry Relations

 **realtor.com**  
To each their home.™

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# Competitive advantage

- **93 million unique users visit Realtor.com, on average, every month<sup>1</sup>**
- We attract a huge, high-intent audience; **Realtor.com is one of the most visited real estate sites in the U.S.**
- **We've been growing faster than Zillow's** comparable business in all of 2021 and in the latest quarters<sup>2</sup>
- **Our motives** are aligned with agents, brokers and the industry - to make connections, not compete with brokerages or attach business



<sup>1</sup>Internal metrics, 4/22-6/22

<sup>2</sup>Comscore data, 1/21-6/22, Zillow earnings 8/4/22



## Realtor.com works with associations and MLSs

REALTOR®

- Data feeds through **MLS agreements**, not broker IDX
- **Collaborate** to evolve features that elevate listings, agents and brokers
- **Engage** to solve member/subscriber pain points



# The foundation of our relationship

~93 Million Unique Visitors Per Month  
Listing Attribution - Listing Agent, Listing Broker, Broker Phone  
Number, Agent Profile Link, Broker Website Link

If REALTORS® are not successful, Realtor.com can't be successful, REALTORS® are our customers

## Agent/Broker Value

- Free LH Broker Rpts
- Free FAR profile & leads
- Free Rental Listings & Leads
- Free Listings Leads

## Association/MLS Value

- Single Sign On
- MLS/LH Dashboard
- Sponsorships
- Webinars / Speakers

## Tech Tools

- ListHub syndication
- Professional Search
- API/ Metric reports
- API/ Data Science

## Education

- Online Training
- Webinars
- Economic updates
- Broker Office Training

Realtor.com displays MLS listings to consumers at no cost to agents and brokers

Realtor.com / MLS - Services Agreement

NAR Operating Agreement / Shared Brand



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